

# Towards a Resource Efficient Europe

## EPR for packaging waste - success factors moving forward

### Stakeholder Conference

An event organised by Fondation EurActiv  
With the support of EUROPEN – The European Organization for Packaging and the Environment

18 March 2014 | 09:00 – 13:00 (*followed by networking lunch*)  
Brussels Press Club, Rue Froissart 95, 1040 Brussels

The European Commission is reviewing European Waste legislation in line with the EU Resource Efficiency objectives. This review includes a revision of the waste management targets and Extended Producer Responsibility (EPR) as one key policy tool to achieve existing and higher recycling and recovery targets for packaging waste.

This stakeholder conference will draw success factors of EPR for packaging waste with the aim to clarify EPR and the role of obliged industry and other key stakeholders working together towards more transparent and cost-effective EPR schemes.

Each panel will include 25 to 30 minutes Q&A.

#### Keynote address by Karl Falkenberg – Director-General, DG Environment, European Commission

#### Panel 1: Setting the scene - overall objectives for the EU waste review and the role of EPR towards a resource-efficient Europe.

- MEP Elisabetta Gardini, European Parliament
- Olivier De Clercq, Policy Officer Waste Management & Recycling, DG ENV
- Stephane Arditi, Senior Policy Officer, European Environmental Bureau
- Arne Campen, Environmental Analyst, Sony/DigitalEurope
- Martin Reynolds, VP External and Regulatory Affairs, Crown Europe, EUROPEN Chairman

#### Panel 2: Role for the obliged industry in EPR for packaging waste

*How does industry fulfil its EPR responsibility? How to cooperate with municipalities? What roles and responsibilities should be defined for other stakeholders?*

- Günther Langer, Chair of the Expert Group for Waste Management within VKU
- William Vermeir, Managing Director, Fost Plus, Belgium
- Vanya Veras, Secretary-General, Municipal Waste Europe
- Hans van Bochove, Vice-President Public Affairs Europe, Coca-Cola Enterprises

#### Programme:

- 08.45 – 09.10:** Welcome coffee
- 09.10 – 09.25:** Keynote address K. Falkenberg
- 09.25 – 09.30 :** EPR and Resource Efficiency – EUROPEN, Managing Director, V. Janssens
- 09.30–10:15:** Panel 1: Overall objectives waste review
- 10.15 – 11.00:** Panel 2: Roles for obliged industry in EPR for packaging waste
- 11:00 – 11:15:** Coffee break
- 11:15 – 12:00:** Panel 3: Driving post-consumer packaging collection
- 12:00-13:00:** Panel 4: Ensuring fair competition and performance of EPR schemes
- 13:00 –** Networking lunch

#### Panel 3: Driving post-consumer packaging collection *What is post-consumer packaging? How to overcome barriers to drive post-consumer collection with EPR?*

- Helmut Schmitz, Head of Public Affairs, DSD, Germany
- Begoña de Benito Fernandez, Director of Institutional Relations, Ecoembes, Spain
- Françoise Bonnet, Secretary General, ACR+
- Erika Mink, Global Director Environment Affairs, Tetra Pak International

#### Panel 4: Ensuring fair competition and performance of EPR schemes

*What measures are needed to ensure effective and transparent EPR schemes?*

- Korrina Hegarty, Environment Policy Director, CECED
- Hans Craen, Secretary General, European Portable Battery Association
- Hon.Prof. Dr. Christoph Scharff, CEO, Altstoff Recycling AG, Austria
- Simon Webb, Global Government Relations & Public Policy, P&G

**Moderator:** Alex Puissant

**Chair:** Rick Zednik, CEO, EurActiv

To register, please send an email with your name, organisation and title to: [events@euractiv.com](mailto:events@euractiv.com)